

4. Recommended Policy Initiatives

4.1 Goals

Following a protracted deliberative process giving regard to and evaluating all of the strategic planning team's prior fact finding, consideration of stakeholder input, and exhaustive data collection and analyses, a consensus of the organization's desired goals, strategies, and intended tactics evolved. The planning team went through several iterations in developing goals to support the value proposition and vision, finally settling on the following three goals:

Goal 1: Continue to enhance the airport's overall value for the benefit of stakeholders

Goal 2: Fully integrate the airport with the Town of Addison

Goal 3: Continue to promote industry-leading practices in all aspects of airport management, development, operations, and maintenance

4.2 Strategies and Tactics

With the goals established, the team focused on refining the wide-ranging strategies and underlying tactics that were advanced during the strategic planning process. These broad strategies and tactics are outlined below.

4.2.1 Strategies and Tactics to Achieve Goal 1: Continue to enhance the airport's overall value for the benefit of stakeholders

The following five strategies have been developed and adopted to best achieve the first goal of continuing to enhance the airport's overall value. The objective of this goal is to encourage decision makers to focus on ways to increase or generate maximum future value through informed governance, balancing demands of airport-based stakeholders (primarily airport tenants, businesses, and other users of the airport) while reaching out to and protecting the interests of community-based stakeholders (namely the Town of Addison's citizenry and community at large). This is best achieved by setting clear management priorities, using strategic plan elements to guide improved decision making. The expected result will be balanced trade-offs between short-term, mid-term, and long-term initiatives; pursuit of value-oriented investments; improved allocation of resources; streamlined planning; and increased reliance upon quantitative analyses and effective performance measurement.